

2018 CSFA Public Relations Committee report

The Public Relations Committee consists of Chair Joe Stewart (Northern Division CSFA Director), K Street Consulting contractor Monty Gearhart, K Street Consulting contractor Gary Giacomo and K Street Consulting staffer and CSFA Association Services Director Anne Mullinax.

Building upon operational communication outreach channels developed by the Committee last year, the Committee was instrumental in executing a number of outreach communication and PR projects for the membership.

The most significant program in 2018 was the launch of the CSFA Quarterly Photo Contest sponsored by California Casualty. The CSFA Smartphone app, launched just last year, added 586 new downloads. The CSFA website had 33,576 visitors for the year and 197,813 page views.

Through social media, the CSFA website and the weekly *CSFA Connection* as well as *The California Fire Service* magazine, the Committee lent expertise and support to:

- CSFA partner California Casualty and its Better Safe than Sorry promotion and giveaways
- CSFA Historical Society/Scholarship promotions
- MASA Medical Transport CSFA Connection promotions
- LegalShield ID protection Facebook promotions
- Amazon Smile Account creation fundraising promotion for Historical Society
- CSFA Merchandise promotion for various CSFA branded items (license plate frame, challenge coins, t-shirts)
- Promotion of fire career job openings with partner FireCareers.com
- Media partner trade show promotion and face-to-face outreach (Firehouse World, FireShowsWest, Haz Mat Continuing Challenge and Fire Mechanic's Expo)

The Public Relations Committee stands ready to work with all committees and the Association to promote CSFA's message. We continually monitor our effectiveness as we promote member benefits and events.

	2017	2018	Increase Percentage
Facebook Likes -	44,945	46,700	4%
Twitter Followers –	363	422	16%
Instagram Followers –	10,700	13,300	25%
Member Email List –	10,600	13,206	24%
Connection email list-	17,992	18,082	.5%

Respectfully submitted



Joe Stewart – Chair Public Relations Committee